

# THE EFFECT OF SOCIAL MEDIA MARKETING FACEBOOK TOWARDS PURCHASE INTENTION OF SECURITY TRAINING CARAKA SAKTI UTAMA IN INDONESIA

## ABSTRACT

There are 2 million people work as security officers in Indonesia. This job's demand increases year by year along with the development and improvement of companies in Indonesia. To be a security officer, someone needs to gain at least Gada Pratama qualification.

The mandatory of conducting security training before getting a job is stated in Police Chief Regulation Number 04 2020 and Number 24 2007 says that everyone who is on duty as a security officer has to be qualified at least Gada Pratama through security training.

Caraka Sakti Utama is one of official companies that conduct security training in West Java which has legal permit from Police Chief of Republic Indonesia. In Police Chief Regulation Number 24, 2007 in article 22 stated that only Police Institution of Education and companies whose Operational Permit from Police Chief are able to conduct security training.

There are 200 security training companies located in West Java that makes tight competition among companies. To attract more customers, Caraka Sakti Utama uses 7 media social platforms dominantly Facebook.

Caraka Sakti Utama's Facebook account has 13.000 followers, 242.000 reach, 4.418.000 appearance, 7.673 fans page's likes, and 48.800 interaction every month. This amount significantly affects number of enrollment of Security training. As a result, number of students increases every year and gain higher number compared to other companies that doesn't use Facebook as marketing channel

According to previous study, it is stated that social media has significant impact on purchase intention. Social Media marketing as a part of Digital marketing contributes to build a trusted brand, improves business perform, measures business activity, improves customer satisfaction, and increases sales.

Based on the information above, this study is aimed to analyse how digital marketing strategy such as Opinion Seeking, Viral Advertisement, Brand Page Commitment, Lack of Irritation has effect to Brand Awareness and EWOM so that affect to Purchase Intention of PT. Caraka Sakti Utama's followers on Facebook.

This study uses Quantitative Method. Population of this study is prospective costumers who follow Caraka Sakti Utama's Facebook account and reached promotion by marketing activity. Sample of this study is 210 participants. Sampling Technique used in this study is Sample random sampling. Data analysis technique used in this study is Structural Equation Modelling (SEM) that is SmartPLS

*Keywords: Social Media Marketing, Brand Awareness, Electronic Word of Mouth, Opinion Seeking, Viral Advertisement, Lack of Irritation, Brandpage Commitment, SEM, SmartPLS*